

Features

- Fully customizable design
- Live online interactive training program
- Catalog Web Administration

A web based system that requires no HTML skills to add, change or modify categories and products.

Advanced editor to put in any kind of HTML with:

- Images
- Flash Files
- YouTube Videos
- Customer and Order Web Administration

Customers

Search, view and edit all customer information easily through the administration system.

Orders

View new orders or search existing orders. Easily edit order status or add tracking numbers to an order. Automatic email notifications.

Exporting

Use the built in export tool to export customers or orders.

Mass Style Uploads & Updates

In addition to the admin system, optionally use Excel files, gridbox technology, and mass FTP upload to enter/update products quickly.

Multiple Languages

Languages allow category and product information to appear in any language.

Multiple Currency & Pricing

Accept different currencies or provide pricing to different areas of the world.

Discount/Promotional Codes

Create discount or promotional codes that can be used by customers for any discounts, special promotions or for free shipping. Control expiration dates and if codes can be used with other codes.

Automatic Shipping Calculation

Shipping charges for customers can be fixed amounts, to be determined or automatically calculated through the shipping module. Compatible with UPS, USPS, Fedex, and DHL.

Multiple Images & Zoom Feature

Have multiple images for each product. Additional images for colors are available. Zoom feature can be easily turned on and off.

Tell a Friend

Email friends about products

Color Swatches & Size Charts

Upload your own color swatch or size chart

May We Suggest Feature

Have automatic or manual product suggestions.

Search Features

Advanced search by color, size, and price. Product lists can be narrowed down by color or size.

Virtual Gift Cards

Send gift cards of a specified amount as gifts by email.

LiveHelp & Online Tracking

Provide live help to users and track who is logged in to your website through the live software.

- Inventory Management

If some products have a limited number available, inventory quantities can be entered for those products.

- AIMS Integration Features via AIMSShopLink

AIMS Inventory Sync

Synchronize your inventory with AIMS with a push of a button. The system will update your inventory amounts for products that have been added to the website.

AIMS Order Import/Export

Exports orders to the AIMS system. You can lookup the Web Order customer to find orders that have been placed through the online store. Imports back the order status from AIMS.

- Security Features

SSL Encryption

Hack Resistant Seal

- Onsite & Offsite Data Backups

Backups in two different cities keeps data safe.

- Statistics and Analytics

Reports on customer registration, orders, and sales data.

Comptabile with Google Analytics for traffic reporting

- Marketing

Product Marketing Data Feeds & Integration

Affiliate Marketing

Have other sites sell your products and keep track of their sales

Email Marketing

Send offers and generate more sales to new/existing customers.

Social Networking

Product linking to MySpace, Facebook, & Twitter.

Drop Ship

Allow outside stores to order products for drop shipping

- Compatible Payment Methods
- Search Engines

Two options to get traffic through search engines is Pay-Per-Click traffic and organic traffic. With a Pay-Per-Click program, the advertiser has to pay each time a user clicks on the Pay-Per-Click advertisement, whereas with organic traffic, all leads and clicks that are generated are free.

Search Engine Paid Advertising (Pay Per Click)

\$50 credit on Google Adwords

\$50 credit on Yahoo Search Engine Marketing

*Limited time offers expire

Search Engine Optimization (Organic Result Improvement)

According to Internet Retailer, "A fourth of traffic to apparel and accessories sites came from search engines." Search engine optimization (SEO) is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. Usually, the earlier a site is presented in the search results, or the higher it "ranks," the more searchers will visit that site. SEO involves many takes which we choose based on considerations on how search algorithms work and what people search for in order to increase a site's relevancy.

A study by OneUpWeb: "search users are up to 6X more likely to click on the first few organic results as they are to choose any of the paid (PPC) results."

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